Rep Order# 6867880 EC'd Yes Ver# 3 Status Revised Traffic Order# 217381

Showing Buylines: All Rep Revised Lines Last Received: Printed:

10/29/2012 10:16 AM 10/29/2012 9:37 AM

1 of 4

Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser () PESTKA FOR CONGRESS Political 2513 Nathaniel Kronisch Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency (() BUYING TIME 650 MASSACHUSETTS AVE,N.W., SUITE 210 WASHINGTON, DC 20001 YP1/P2/E 363/365/2513 10/30/2012 - 11/05/2012

Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) IAN AMBRON

Salesperson Phone# Salesperson FAX# 215-567-6005 215-525-9757

--- CONTRACT COMMENT ---

Buyer Phone# Fax#

Product

Estimate#

--- REMARKS ---

PLS CONFIRM,, THANKS IAN FOR KELLY *ISSUED TO SHOW RATES REVISED* TOTLA = \$1535

						LT
W 65 %	2			× ×	.	Ln Ln
M	TU Sales Ro V3 Commo	V3 Comm	Sales R	3		Ln Day
11A-12P	11A-12P emark: ent Changeo	ent Change	Sales Remark: V3 -	6A-7A		Time
11A-12P THE VIEW	TU 11A-12P THE VIEW Sales Remark: V3 RATE REVISED V3 Comment Changed, Rate Changed	V3 Comment Changed, Spots/week Changed	V3 -	NEWS 8 DAYBREAK		Program
: 30	: 30			:30]] [Len
:30 \$50.00	\$200.00			\$30.00	1 1 1	Rate
10/31-10/31	10/30-10/30			11/05-11/05	[] [] [] [] [] [] [] [] [] []	Dates
			,	⊢	[] [Spots/Week # of Weeks
>	H		1	1	 	# of Weeks
>	Н		ŀ	-1] []	Total Spots
	\$200.00		•	630 00		Total Cost

Daypart

W 11A-12P THE VIEW Sales Remark: V3 NA DUE RATE V3 Comment Changed, Spots/week Changed	: 30	\$50.00	10/31-10/31	0 :	0	0	\$0.00
TH 11A-12P THE VIEW Sales Remark: V3 NA DUE RATE V3 Comment Changed, Spots/week Changed	:30	\$50.00	11/01-11/01	0 ,	0	0	\$0.00
F 11A-12P THE VIEW Sales Remark: V3 NA DUE RATE V3 Comment Changed, Spots/week Changed	: 30	\$50.00	11/02-11/02	0 .	0	0	\$0.00
M 11A-12P THE VIEW Sales Remark: V3 NA DUE RATE	:30	\$50.00	11/05-11/05		0	0	\$0.00

7.

V3 Comment Changed, Spots/week Changed

7

<u>,</u>

Estimate# Buyer Phone#	Station Wo	Rep Order# EC'd Yes
2513 Nathaniel Kronisch	WOTV-TV GRAND RAPIDS/KALAMAZ ser ().PESTKA FOR CONGRESS	6867880
ch	ID RAPID A FOR C	Ver#
	S/KALA	3 St
	MAZ SS	3 Status Revised
WASHINGTON, DC 20001 Agency C/P1/P2/E 363/365/2513 Flight Dates 10/30/2012 - 11/05/201: Hiatus Weeks	Agency () BUYING TIME 650 MASSACHUSETTS AVE,N.W., SUITE 210	Traffic Order# 217381
5/2012	Æ,N.W., SUITE 210	Printed: 10/29/2012 10: Last Received: 10/29/2012 9:3 Showing Buylines: All Rep Revised Lines
Salesperson () IAN AMBRON Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757	Rep Firm Sales Office ()	10/29/2012 10:16 AM 10/29/2012 9:37 AM tep Revised Lines
) IAN AMBRON # 215-567-6005 215-525-9757) PHILADELPHIA	2 of

Advertiser Product Estimate#	().PES Political 2513) .PESTKA FOR CONGRESS	Ē	Agency (). 650 MAS WASHII Agency C/P1/P2/F	ASSACHI INGTON	() BUYING LIME 650 MASSACHUSETTS AVE,N.W., SUITE WASHINGTON, DC 20001 DIJDYF 3637567511	.W., SUITE 210	Rep Firm Sales Office (Salesperson () PHILADELPHIA) IAN AMBRON	HIA N	
Buyer Phone# Fax#	Nathaniel Kronisch	onisch		Flight Dates Hiatus Weeks		10/30/2012 - 11/05/2012	[2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-567-6005 215-525-9757)05 757	
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
\ <u>*</u>	\	4P-5P	THE DOCTORS		:30	\$25.00	10/30-10/30	0	0	0	\$0.00	
	V3 Comment Ch	int Changed	V3 Comment Changed, Spots/week Changed									
* 1-2)	4P-5P			:30	\$40.00	10/31-10/31	₽	H	Ľ	\$40.00	
	Sales Remark: V3 Comment Ch	mark: nt Changed	Sales Kemark: V3 REVISE RATE TO \$40 TO CLEAR- V3 Comment Changed, Rate Changed) CLEAR-								
<u>*</u>	TH 4P- Sales Remark:	4P-5P mark:	THE DOCTORS NA		:30	\$40.00	11/01-11/01	⊣	Н	н	\$40.00	
	V3 Comme	nt Changec	V3 Comment Changed, Rate Changed									
*16		4P-5P	THE DOCTORS		:30	\$25.00	11/02-11/02	0	0	0	\$0.00	
	Sales Remark: V3 Comment Ch	mark: nt Changed	Sales Remark: V3 NA DUE RATE V3 Comment Changed, Spots/week Changed									
*17		4P-5P	THE DOCTORS		:30	\$40.00	11/05-11/05	ц	₽	щ	\$40.00	
	Sales Remark: V3 Comment Ch	mark: nt Changed	Sales Remark: V3 RATE REVISED V3 Comment Changed, Rate Changed									
*21	, E	630P	NEWS 8 AT 6PM		:30	\$75.00	11/02-11/02	0	0	0	\$0.00	
	V3 Comment Ch	nt Changed	V3 Comment Changed, Spots/week Changed									
*23	TU	11P-1135P EXTRA	P EXTRA		:30	\$50.00	10/30-10/30	ц	L	<u>⊢</u>	\$50.00	
	Sales Remark: V3 Comment Ch	mark: nt Changed	Sales Remark: V3 RATE REVISED V3 Comment Changed, Rate Changed									
* 2 4	W 11P Sales Remark: V3 Comment Ch	11P-1135P EXTRA mark: V3 RATE	W 11P-1135P EXTRA Sales Remark: V3 RATE REVISED V3 Comment Changed, Rate Changed		:30	\$50.00	10/31-10/31	,μ	Щ	<u> </u>	\$50.00	
*25	TH 11P Sales Remark:	11135	P EXTRA V3 NA DUE RATE		:30	\$25.00	11/01-11/01	0	0	0	\$0.00	
	V3 Commer	nt Changed	V3 Comment Changed, Spots/week Changed									

Rep Order# 6867880 Ver# 3 Status Revised EC'd Yes	Traffi	Traffic Order#217381	Sho	Printed: 10/29/2012 10:1 Last Received: 10/29/2012 9:37 Showing Buylines: All Rep Revised Lines	10/29/2012 10:16 AM 10/29/2012 9:37 AM Rep Revised Lines	:16 AM 7 AM s		3 of 4
Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser ().PESTKA FOR CONGRESS Product Political Estimate# 2513	Agency (6 V	BUY SSA NGT	'IME ETTS AVE,N C 20001 C 5/2513	.W., SUITE 210	Rep Firm Sales Office (Salesperson () PHILADELPHIA) IAN AMBRON	'HIA'
Nathaniel Kronisch	Flight Dates Hiatus Weeks	38	10/30/2012 - 11/05/2012	[2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-567-6005 215-525-9757	005 757
LT Ln Day Time Program			Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
		:30	\$25.00	11/02-11/02	, 0	. 0	0	\$\frac{1}{0} \\ \frac{1}{0} \\ \frac
*27 M 11P-1135P EXTRA Sales Remark: V3 RATE IS \$50 V3 Comment Changed, Rate Changed		: 30	\$50.00	11/05-11/05	, H	٣	Н	\$50.00
*31 SU 630P-7P SUNDAY 6P NEWS Sales Remark: V3 RATEREVISED TO \$150 V3 Comment Changed, Rate Changed		:30	\$150.00	11/04-11/04	1	щ	7	\$150.00
*32 W 6A-7A NEWS 8 DAYBREAK Sales Remark: V3 1X ADDED V3 Added		 0	\$30.00	10/31-10/31	P	ь	Н	\$30.00
REPORT TOTALS Report Totals: 10 / \$680.00								
SALES MONTHLY TOTALS								
Nov 12: 25 / \$1,535.00								
Sales Totals: 25 / \$1,535.00 Station Totals: 25 / \$1,535.00 Lines not sent/rcld/rtrn: 0 / \$0.00								
COMPETITIVE Market Totals \$1,535 CATV	IV 0%	WOOD	olo olo O	WOTV 100%	TMWW (%	IMXM	96

Daypart

---COMPETITIVE COMMENTS--WILL ADVISE ON CMPET

Rep Order# EC'd Yes 6867880 Ver# ယ Status Revised

Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser () PESTKA FOR CONGRESS Product Political

Traffic Order# 217381

Printed: Last Received:

10/29/2012 10:16 AM 10/29/2012 9:37 AM

4 of

4

Showing Buylines: All Rep Revised Lines

Agency () BUYING TIME
650 MASSACHUSETTS AVE,N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 363/365/2513
Flight Dates 10/30/2012 - 11/05/2012

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks

Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) IAN AMBRON

Salesperson Phone# Salesperson FAX# 215-567-6005 215-525-9757

Books Demos

> null RA35+

Estimate# Buyer Phone# Fax#

2513 Nathaniel Kronisch

--- CREDIT RISK ---

CASH IN ADVANCE

Traffic Order# 217381

Rep Order# 6867880 EC'd No

Ver# 1 Status New

Last Received: 10/2 Showing Buylines: All Lines Printed:

10/25/2012 9:49 AM 10/25/2012 9:40 AM

1 of

Advertiser (Product P Fax# Buyer Phone# Station WOTV-TV GRAND RAPIDS/KALAMAZ Advertiser () PESTKA FOR CONGRESS Estimate# Political 2513 Nathaniel Kronisch Agency C/P1/P2/E
Flight Dates
Hiatus Weeks Agency (

() BUYING TIME 650 MASSACHUSETTS AVE,N.W., SUITE 210 WASHINGTON, DC 20001 %PI/P2/E 363/365/2513 ites 10/30/2012 - 11/05/2012

Rep Firm Sales Office (Salesperson (

Salesperson FAX# Salesperson Phone#) PHILADELPHIA) IAN AMBRON 215-567-6005 215-525-9757

SC≡* --- CONTRACT COMMENT ---

--- REMARKS ---

PLS CONFIRM, THANKS INA FOR KELLY THIS IS A NEW POL ORDER TOTAL = \$1535

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X	X	×	X	, ∞	7	Ø	5	42	ω	N	Þ	
X	늄	ТН	¥	TU	×	겨	TH	M	TU	⊠	TU	Day
11A-12P	11A-12P	11A-12P	11A-12P	11A-12P	7A-9A	7A-9A	7A-9A	7A-9A	7A-9A	6A-7A	6A-7A	Time
THE VIEW	THE VIEW	THE VIEW	THE VIEW	THE VIEW	GMA	GMA	GMA	GMA	GMA	NEWS 8 DAYBREAK	NEWS 8 DAYBREAK	Program
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\$50.00	\$50.00	\$50.00	\$50.00	S-Societo C	\$50.00	\$50.00	\$50.00	\$50.00	\$50:00	\$30.00	\$30.00	Rate
11/05-11/05	11/02-11/02	11/01-11/01	10/31-10/31	10/30-10/30	11/05-11/05	11/02-11/02	11/01-11/01	10/31-10/31	10/30-10/30	11/05-11/05	10/30-10/30	Dates
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Н	₽	⊣	Н	ы	N	ь	N	Ľ	Н	Д	1 1	Total Spots
\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$100.00	\$50.00	\$100.00	\$50.00	\$50.00	\$30.00	\$30.00	Total Cost
1												Daypart

28	X	<u> </u>	25	X	23	22	21	20	19	18	×	16	X	14	×			none#	ite#	Rep Order# EC'd No
SA	¤	河	TH	W	TU	ĸ	垣	TH	¥	TU	Z	Ħ	TH	¥.	TU	!	Day	Nathaniel Kronisch	OTV-TV GI ().PES Political 2513	6867880
8A-9A	11P-1135P	11P-1135P	11P-1135P	11P-1135P	11P-1135P	6P-630P	6P-630P	6P-630P	6P-630P	6P-630P	4P-5P	4P-5P	4P-5P	4P-5P	4P-5P	1	Time	Onisch	RAND RAPII STKA FOR C	Ver#
GOOD MORNING AMERICA	EXTRA	EXTRA	EXTRA	EXTRA	EXTRA	NEWS 8 AT 6PM	THE DOCTORS		Program		WOTV-TV GRAND RAPIDS/KALAMAZ ().PESTKA FOR CONGRESS Political 2513	1 Status New								
_										_ ^				2				Flight Dates Hiatus Weeks	Agency (): 650 MA: WASHII Agency C/P1/P2/E	Traffic
:30	:30	:30	:30	:30	:30	:30	: 30	:30	:30	:30	:30		:30	¥ :30	:30]	Len	6) BUYII 50 MASSACI 'ASHINGTO! I/P2/E 3	Traffic Order#
\$50.00 '	\$25.00	\$25.00	25.00 C	\$25.00	\$25-00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$25.00	\$25.00	\$25.00.	\$25.00	\$25.00	 	Rate	10/30/2012 - 11/05/2012	() BUYING TIME 650 MASSACHUSETTS AVE, N.W., SUITE 210 WASHINGTON, DC 20001 P1/P2/E 363/365/2513	Sh
11/03-11/03	11/05-11/05	11/02-11/02	11/01-11/01	10/31-10/31	10/30-10/30	11/05-11/05	11/02-11/02	11/01-11/01	10/31-10/31	10/30-10/30	11/05-11/05	11/02-11/02	11/01-11/01	10/31-10/31	10/30-10/30	1 1 1 1 1	Dates)12	N.W., SUITE 210	Printed: Last Received: Showing Buylines: All
; 1	1	н	ц	Н	⊭	н	щ	Н	Д	⊢	⊣	н	Н	Н	1	 	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office Salesperson	: 10/25/2012 9:49 AM d: 10/25/2012 9:40 AM All Lines
н	Н	Ľ	н	1	1	Н	Н	Н	₽	H	₽	<u>1</u> 2	P	₽	Н	1	: # of Weeks	n Phone# n FAX#		49 AM 40 AM
н	H	H	Н	ы	H	ш	H	H	₽	Ъ	Ь	junk	ц	낟	1	 	Total Spots	215-567-6005 215-525-9757) PHILADELPHIA) IAN AMBRON	
\$50.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00		Total Cost	6005 9757	PHIA PON	2 of 3
	to or										-	+20				[] ! []	Daypart			

COMPETITIVE Market TotalsCOMPETITIVE COMMENTS WILL ADVISE ON CMPET	SALES MONTHLY TOTALS Nov 12: 33 / \$1,535.00 Sales Totals: 33 / \$1,535.00 Station Totals: 33 / \$1,535.00	REPORT TOTALS Report Totals: 33 / \$1,535.00		31 SU 680P-44A	30 SU 9A-10A	US	LT Ln Day Time	Buyer Nathaniel Kronisch Phone# Fax#	n Witser	Rep Order# 6867880 Ver# EC'd No
\$1,535	1540			SUNDAY 6P NEWS	THIS WEEK	GOOD MORING AMERICA	Program		IDS/KALAMAZ CONGRESS	1 Status New
CATV 0% WXSP 0%		12 12 12 13 14 15 15 15 15 15 15 15 15 15 15 15 15 15		+	+	4		Flight Dates Hiatus Weeks	Agency () 650 MA; WASHII Agency C/P1/P2/E	Traffic Order#
WOOD WZPX				:30	:30	:30	Len		() BUYING TIME 650 MASSACHUSETTS AV WASHINGTON, DC 20001 P1/P2/E 363/365/2513	ler#
of of O			**	\$75-00 V	\$75.00	\$50.00	Rate	10/30/2012 - 11/05/2012	() BUYING TIME 650 MASSACHUSETTS AVE,N.W., SUITE 210 WASHINGTON, DC 20001 P1/P2/E 363/365/2513	Shov
MZZM		,		11/04-11/04	11/04-11/04	11/04-11/04	Dates	[2	.W., SUITE	Printed: 10 Last Received: 10/ Showing Buylines: All Lines
100%				1/04	1/04	11/04			210	Printed: Received: 1ylines: All Lir
WWWT C				ь	1	1 1	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (10/25/2012 9:49 AM 10/25/2012 9:40 AM 1es
% O				Þ	ш	<u> </u>	# of Weeks	Phone# FAX#		19 AM 10 AM
IMXM				ь	₽	L !	Total Spots	215-567-6005 215-525-9757	PHILADELPHIA IAN AMBRON	
O oP				\$75.00	\$75.00	\$50.00	Total Cost	.6005 .9757	ZPHIA RON	3 of 3
						[]] []	Daypart			

Rep Order# 6867880 EC'd No

--- CREDIT RISK --CASH IN ADVANCE

Books Demos

RA35+ null